Recommended display
April 7 to May 2
Capacity
48-60 cartons
Dimensions
Width 26½"
Depth 25½"
Height 60"

Here's a free offer that's letter perfect.

Our long stationery is long on profit for you.

You start with the best-selling 100 mm. brand. Now, the fastest-growing of the top ten brands.*

You add a great offer, free with each carton: twelve folded sheets with colored borders. Twelve long envelopes lined to match. In a gold box with reclosable wrap.

It's a perfect way to faster sales and profits from Benson & Hedges 100's, regular and menthol.

Another Profit-Making Promotion from
Philip Morris USA

*Maxwell, Interim Report, 1974 Year-End Preliminary Estimates.

00701-00928
Trade Publications
January, 1975
Page
Wells, Rich, Greene, Inc.

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